

ABSTRACT OF THE DISCLOSURE

The present invention discloses a recording material in which an ink receiving layer containing at least a resin and a pigment is provided on a substrate, the recording material being characterized in that the ink receiving layer is porous, apparent density thereof is 0.2 to 0.8 g/cm³ and heat conductivity of the ink receiving layer and the substrate is 0.1 to 0.25 W/m·K. The recording material can produce highly precise image even if the amount of heat generated at the head is small and the printing pressure is low, i.e., the recording material has excellent dot reproduction and excellent dot transfer of highlighted portions.